REMARKS

The present Amendment After Final is in response to the Final Office Action mailed October 27, 2004 in the above-identified application.

As an initial matter, Applicants acknowledge and appreciate the Examiner's willingness to discuss the present application and the Final Office Action via telephone on November 23, 2004.

The Examiner objected to the specification because it had holes punched therethrough. In response, Applicants submit herewith a substitute copy of the originally filed specification and claims.

In the Final Office Action, the Examiner rejected claims 1-2, 7-8, 13 and 15 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,286,043 to Cuomo et al. in view of U.S. Patent No. 6,654,814 to Britton et al. Cuomo teaches a system and methods whereby a website presents dynamic content to a user based upon the user's past activities when visiting the website. Cuomo teaches changing the type of information that is presented by a server in response to a user's interest, however, such activity occurs on only one server. Cuomo also teaches improved methods for how web pages having dynamic page content are prepared, transferred and presented to a user at a web browser.

Britton is not related to the type or category of information presented to a user at the remote data processing unit, but is merely related to the format in which the information is presented. Britton recognizes that the format of the information presented on a desk top computer is different than the format of the information presented on a hand-held device. This is because the desk top computer generally has more processing capacity, memory and video capacity than hand-held electronic devices. As a result, hand-held devices are not capable of receiving and properly displaying information in the same format that is possible when using a desktop computer.

Britton is also directed to problems that occur when the mode (e.g., wireless, telephone line, radio waves) by which

information is transferred changes. For example, during a first session between a host website and an electronic device, a conventional telephone link may be used. During a subsequent session between the host website and the electronic device, a wireless communication link may be used. As is well known to those skilled in the art, a conventional telephone line can typically carry much more information than a wireless communication link. As a result, a format that may be useable by the electronic device when using the telephone line connection may be unacceptable when using the wireless link. In view of these problems, Britton teaches obtaining session-specific information from a first data processing system and distributing "tailoring" or synchronizing functions between the first data processing system and the second data processing system. By basing the distribution of the tailoring functions on session-specific information, both the concerns of a particular user as well as the overall concerns of network management may be taken into account in "tailoring" the format of the information to be provided to the first data processing system.

For the above reasons, claim 1 is unobvious because the cited references neither disclose nor suggest a method of personalizing information presented at a host web site including "obtaining personal data about a user during a visit to the host website;" "after obtaining the personal data, monitoring the content of other web sites visited by the user" and "during a subsequent visit by the user to the host web site, personalizing the information presented to the user, wherein the content of the information presented to the user during the subsequent visit to the host web site is related to the content of the other web sites visited by the user." As noted above, Cuomo does not suggest that the surfing activities of a user may be tracked over multiple web sites, compiled and forwarded to a host web site, whereby the host web site presents information and content that is customized to reflect the user's personal data and surfing activities. For all of these reasons, claim 1 is unobvious over Cuomo and Britton and is otherwise allowable.

Claim 2 is unobvious, *inter alia,* by virtue of its dependence from claim 1.

Claim 7 is unobvious over Cuomo and Britton because the cited references neither disclose nor suggest "continuously updating the content of the information presented to the user during each subsequent visit to the host web site, wherein the content of the information is updated in response to any changes in the personal data for the user or in the content of the other web sites visited by the user." The above-mentioned limitations in claim 7 clearly require that the host website update and modify the information presented to a visitor during each subsequent visit to the host website based upon personal data about the user and the content of the web sites visited by the user. For all of these reasons, claim 7 is unobvious over Cuomo and Britton and is otherwise allowable.

Claims 8 and 13 are unobvious, *inter alia,* by virtue of their dependence from claim 1, which is unobvious for the reasons set forth above.

Claim 15 is also unobvious because Cuomo and Britton neither disclose nor suggest a method of personalizing information presented to a user of a host web site including "collecting identifying data about the user during a first visit to the host web site;" "after collecting the identifying data, monitoring the content of other web sites visited by the user; and during a subsequent visit by the user to the host web site, personalizing the information presented to the user based upon the identifying data collected about the user and the content of the other web sites visited by the user."

The Examiner also rejected claims 4-6, 9-12 and 16-18 under 35 U.S.C. § 103(a) as being unpatentable over Cuomo and Britton as applied to claim 1 above, and further in view of "Official Notice." In response, Applicants respectfully assert that Cuomo and Britton do not teach or suggest the limitations recited in independent claims 1 and 15. These deficiencies are

not overcome by the "Official Notice." As a result, claims 4-6 and 9-12 are unobvious, *inter alia,* by virtue of their dependence from claim 1 and claims 16-18 are unobvious, *inter alia,* by virtue of their dependence from claim 15.

The Examiner also rejected claim 3 under 35 U.S.C. § 103(a) as being unpatentable over Cuomo and Britton as applied to claim 1 above, and further in view of U.S. Patent No. 6,701,362 to Subramonian et al. The Examiner has cited Subramonian as teaching that the "monitoring and collecting step is performed only if it [is] authorized by the user." In response, Applicants respectfully assert that Subramonian does not overcome the deficiencies noted above in Cuomo and Britton. Thus, claim 3 is unobvious and is otherwise allowable.

The Examiner rejected claim 14 under 35 U.S.C. § 103(a) as being unpatentable over Cuomo and Britton as applied to claim 13 above, and further in view of U.S. Patent No. 6,606,581 to Nickerson et al. The Examiner has cited Nickerson as teaching that personal data includes a "user's name, address, zip code, occupation, telephone number, educational level, income, marital status, home ownership status, age and other personal information." In response, Applicants respectfully assert that Nickerson does not overcome the deficiencies noted above in Cuomo and Britton. Thus, claim 14 is unobvious and is otherwise allowable.

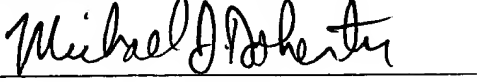
As it is believed that all of the rejections set forth in the Office Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he telephone Applicants' attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested Amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: December 8, 2004

Respectfully submitted,

By 

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